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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Summer Term – END Term Examination, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBB3024

**Course Name**: Artificial Intelligence for Managers

**Program & Sem**: BBA / VI

**Date**: 5/08/2024

**Time**: 9:30AM- 12:30 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5Q x 2 M = 10 M)**

1. What are the three main types of Artificial Intelligence?

(C.O.No.1) [Understand]

1. Explain about Internet of Things (IOT).

(C.O.No.2) [Remember]

1. What is Data Analysis?

(C.O.No.3) [Apply]

1. Describe Data Visualization.

(C.O.No.2) [Remember]

1. Describe any real-life AI application?

(C.O.No.1) [Understand]

1. Define Predictive Analysis.

(C.O.No.2) [Remember]

1. Explain two advantages of Bar Chart.

(C.O.No.3) [Apply]

**Part B**

**Answer any Five Questions. (5Q x 10 M = 50 M)**

1. Discuss the various applications of Artificial Intelligence (AI) in real-life scenarios. Provide examples to illustrate how AI is transforming different industries and impacting every day’s life.

(C.O.No.1) [Understand]

1. Explain the concept of Natural Language Processing (NLP) and discuss its significance in modern technology. Provide examples of NLP applications in various fields, highlighting how it enhances human-computer interactions and improves efficiency.

(C.O.No.2) [Remember]

1. Describe the data analysis process and outline the key steps involved with examples.

(C.O.No.3) [Analysis]

1. Discuss the concept of the Internet of Things (IoT) and its impact on various sectors. Provide examples of IoT applications,

(C.O.No.2) [Understand]

1. What are the main differences between Power BI and Tableau and discuss their key features.

(C.O.No.2) [Understand]

1. Define descriptive reports and discuss their significance in data analysis. Explain the key components that make up a descriptive report and outline the steps involved in creating one.

(C.O.No.3) [Apply]

1. Discuss the importance of understanding the audience and the context of the data when creating visualizations.

(C.O.No.2) [Understand]

**Part C**

**Answer any Two Question. (****2Q x 20 M = 40 M)**

1. Critically examine the ethical considerations and social implications of Artificial Intelligence (AI). Discuss the potential benefits and risks associated with AI technologies.

(C.O.No.1) [Remember]

1. Explain the different types of machine learning: supervised learning, unsupervised learning, and reinforcement learning. For each type, describe its main characteristics, provide examples of algorithms used, and discuss typical applications.

(C.O.No.2) [Understand]

1. Discuss the various data visualization models such as bar charts, line charts, scatter plots, histograms, heat maps, and more and explain the contexts in which each type of visualization is most effective, and provide examples of how they can be used to convey complex data insights.

(C.O.No.3) [Apply]